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the Conduit
Minority and Women's Business Enterprises Division

December 2008

Edition

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Deputy Commissioner's Corner



Everyday we hear of various industry downsizings, lay-offs, and closings. But during a turbulent economy,

there are key elements to a business large or small, public or private, that remain constant: customer service and quality of deliverables.

As you continue to fulfill your dream as a small or large minority or woman owned business and ward off the effects of a slowing economy, the



Center Offers Minority-Owned Businesses a Hand

Minority-owned businesses across Indiana and the nation are making a difference in today's economy and are expected to continue to positively influence business growth at large long into the future.

According to statistics from Indiana's Minority Business Enterprise Center, 4.1 million minority-owned firms in the U.S. generate \$668 billion in total annual gross receipts.

But the minority-owned businesses aren't without problems and challenges in growing their companies, not the least of which involve access to contracts, facility management issues and property and equipment evaluations.

Help to minority business owners is available from Indiana's Minority Business Enterprise Center, a federally funded program of the U.S. Department of Commerce's Minority Business Development Agency.

The center aims to provide the minority business community with solutions in various business areas, according to Indianapolis-based Reppard Horne, the program's executive director in Indiana.

The program is offered in Indiana through the Indiana

Indiana Minority and Women's Business Enterprises Division continues to look for new opportunities and resources to help you in your endeavor. For instance, check out the Indiana BizCafe featured in our *Fact You Should Know*.

Our focus is your business, and our commitment is customer service.

Happy Holidays,
Alice Watson, Deputy
Commissioner

Facts You Should Know

Would you like to learn about all kinds of resources, people and opportunities to help your small business grow? If so, visit the Indiana BizCafe. It's so easy, just put a profile online and let the system do the matchmaking based on your business needs. The best part is, it's all FREE! Visit the Indiana BizCafe today! Go to: www.indianabizcafe.com.

Terrie's Tips for Success



Terrie Daniel, Outreach Manager
IDOA Minority and Women's Business
Enterprises Division

Well, its official. Recently, the National Bureau of Economic Research confirmed what most of us have known for months...America is in a recession and has been since December 2007.

Many small business owners have felt the sting of this

Department of Administration, making it the only such center in the country that is embedded in a state office devoted to improving minority business enterprise participation in state contracts.

In Indiana, the state requires individuals and businesses who seek to do business with the state to register with a number of different state agencies and offices before bidding on contracts and receiving a contract award.

Minority-and women-owned businesses that complete various registrations and certifications could reap great benefits from the Minority/Women Business Enterprise program. However, they must work to market their firm to the correct audiences in order to be successful.

Reppard Horne, Executive Director of MBEC states, "Before utilizing scarce resources to undertake these processes, it is important for businesses to see what the state buys and contracts for to determine if state government is a strong market."

For more information, contact Reppard Horne, MBEC executive director, at rhorne@mbec.in.gov or (317) 234-5223.

Source: Evansville Business Journal

Would you like us to feature your business in *The Conduit*?

Starting in 2009, we will begin featuring a "Business Spotlight" section in *The Conduit*. If your business is a State of Indiana Certified MWBE and you would like us to consider featuring your business, please send the below information to mwbe@idoa.in.gov. When making your submission please use the following format in the subject line of your email: Business Spotlight Submission - ABC123 Company The following are the submission requirements:

All submissions must include the following:

- A .jpg headshot or photo of the Certified MWBE at work
- About the Owner or President
- What does your business do?
- What have been some challenges you have faced as a business owner?
- What benefits have you gained from being a State of Indiana Certified MWBE?
- What separates your company from the competition?
- Word of advise to other MWBE's

recession in many ways, from decreasing contracting opportunities to decreased lines of credit from lending institutions. In lieu of the many negative pictures being painting regarding our economy, there are some things that you can do as a small business owner to enhance your business and increase sales. I would like to offer a few marketing strategies that may help during these difficult economic times:

1) Market your company in your own backyard to current and new residents within your community. Many people who move into new communities are looking for companies to provide a variety of goods and services - one of which your business may provide. Let them know you are there. Remember, in the last edition of *The Conduit*, I mentioned that no one is more excited about your business than you are so get out there and tell people who you are and what your business is all about. You never know who you will connect with that can help you move your business to the next level!

2) Create direct mailings with free gifts, holiday specials or promotional discounts that target local residents or those who secure your services online. Direct mail or e-marketing campaigns are great resources for businesses that don't have a large marketing budget. There are many services such as "Constant Contact" that you could take advantage of for a minimal monthly fee.

3) Think about sponsoring a community night at your business location to help a local charity. You could collect canned goods for a local food pantry or blankets to help the homeless during the cold winter months. This would also be a great opportunity to let people in

Please Note: Incomplete submissions will be automatically rejected.

Disclaimer: The Office of Minority and Women Owned Business Enterprises reserves the right to edit any content submitted for publication in *The Conduit*. The selection of the monthly business to be highlight is the sole discretion of the editor of *The Conduit*. The business that will be featured will be notified by email the day prior to the publication being released.

Items to Consider During Contract Negotiations

Since January 2008, the State's professional service contract boilerplate has required that prime contractors provide an agreement to the Minority and Women's Business Enterprises Division (MWBED) outlining its MBE and WBE subcontractor commitments. Prime contractors must submit these commitment agreements to the Division within 90 days of the start of the primes' contract.

Over the course of this past year, the MWBED's Business Development Team has assisted many contractors as they work to satisfy this requirement. In the process, the Team developed a few "take- aways." The most important of these is that primes and their MBE and WBE subcontractors should begin outlining subcontract terms when the primes submit their commitment agreements to the State.

As a part of those discussions, MBEs and WBEs should consider the following:

- **Duties of Contractor:** A detailed scope of services to be performed and applicable performance timelines.
- **Fees and Payment Terms:** The cost of the services to be performed and all applicable and associated fees/rates, as well as expected invoice and payment timing.
- **Term:** The time period of the contract (i.e. number of months) and contract start and end dates.
- **Changes in Work:** If there are any modifications from the original agreement, the details of how they are handled should be outlined, as well as any associated costs.
- **Termination:** If the agreement needs to be terminated prior to the dates outlined in the "Term" section of the contract, this area should outline any expectation and/or associated costs.

The Business Development Team looks forward to working with more vendors in 2009 to ensure a successful contracting experience on State contracts.

To contact the Business Development Team, call or email Natalee Summers at 317.234.3428 or nsommers@idoa.in.gov.

your community see first hand the products and services your company provides.

Final Thought: Even though we, as a country, are in tough economic times that doesn't mean your business cannot thrive. If you take the right steps to market your business successfully, you can always come out on top!

Happy Holidays and Best Wishes!

Terrie Daniel can be reached by calling (317) 233-6607 or by email at tdaniel@idoa.in.gov.

About The Conduit

The Conduit is a publication of the Indiana Department of Administration's Minority and Women's Business Enterprises Division. This eNewsletter provides the MBE and WBE communities with a forum through which to learn about Indiana certification and business development opportunities, contracting opportunities, workshops, and networking events.

Calendar of Events

January 2009

12 Governor's Commission on Minority & Women's Business Enterprises Meeting
Indiana Government Center South Conference Center
302 W. Washington Street, Indianapolis, IN,
Conference Room A
Time: 1PM - 3PM

February 2009

26 Minority & Women's Business Enterprises Division Presents:
The 1st Annual Small Business Resource Fair
Indiana Government Center South
302 W. Washington Street, Indianapolis, IN,
Time: 9AM - 2PM
Registration information and more details to follow.

Congratulations on Your Certification!

The following is a listing of newly certified or re-certified businesses with the State of Indiana.
Department of Administration Minority and Women's Business Enterprises.
As of December 1, 2008

3'D Trophy & Engraving Co., Inc.	Indianapolis	IN	MBE
Actin, Inc.	East Chicago	IN	MBE
Alig and Associates,	Indianapolis	IN	WBE
Austgen Recycling, Inc.	Lowell	IN	WBE
C Cat, Inc.	Indianapolis	IN	WBE
Cal-Region Supply, Inc.	East Chicago	IN	WBE
Cazares Concrete LLC	Alexandria	IN	MBE
Cretia Cakes	Indianapolis	IN	MBE
Eagle Flooring Co., Inc.	Indianapolis	IN	WBE
Ellington Trucking LLC	Indianapolis	IN	MBE/WBE
Esquire Advertising, Marketing & Promoti	Indianapolis	IN	MBE
E-Z Transport	Indianapolis	IN	MBE
Farren Retail Group	Indianapolis	IN	WBE
Global Environmental Systems, LLC	Indianapolis	IN	MBE
Gose Enterprises Inc	Orleans	IN	WBE
H & H Associates, LLP	Greenfield	IN	WBE
Heartland Foods, Inc.	Indianapolis	IN	WBE
i.d.o., Inc.	Indianapolis	IN	WBE

Kabelin Hardware Company, Inc	LaPorte	IN WBE
Kirkwood Design Studio, P.C.	Bloomington	IN WBE
Lana George, Ph.D.	Fishers	IN WBE
Leech-Hensley Architects, Inc.	Fishers	IN WBE
Michele's Enterprises, Inc.	Madison	IN WBE
Midwest Psychological Center, Inc.	Indianapolis	IN MBE
Moffett Inc.	Indianapolis	IN MBE
Oliverios Southland	Lafayette	IN WBE
Olympia Employment Services, Inc	Indianapolis	IN MBE
Putnam Industries Inc	Indianapolis	IN MBE
Sales-Link, Inc.	Indianapolis	IN WBE
Sanco Distribution, Inc.	South Bend	IN MBE
Spectrum Management & Development, LLC	Indianapolis	IN MBE/WE
Taped Editions, Inc.	Indianapolis	IN WBE
Tiger Concrete Construction, Inc.	Indianapolis	IN WBE
Time Savers Premium Payroll Co.	Star City	IN WBE
Time To Cut	Indianapolis	IN MBE
Total Builders Concept & Supply Co.	Indianapolis	IN MBE

For more information on these companies please see the certification listing located on the
[Minority & Women's Business Enterprises Website](#)

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 Questions about the publication should be sent to tdaniel@idoa.in.gov.

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